

# Gatewood retires June 1; Lynch is his successor

WASHINGTON  
W. Frank Gatewood, vicepresident-advertising of the *Washington Post*, will retire June 1. Joseph P. Lynch, advertising manager, has been named to succeed him.

Robert A. Bowerman, retail advertising manager, becomes advertising manager, and Joseph V. Arcaro, assistant retail advertising manager, has been promoted to retail advertising manager.

Gatewood joined the *Washington Post* in 1954 from the *Washington Times Herald*, where he had been business manager. He was made advertising director two years later and was appointed to his present post in October, 1965.

Gatewood is past chairman of the Plans Board of the Bureau of Advertising, American Newspaper Publishers Association, a member of the board of the Advertising Council, and a long-

time board member of the International Newspaper Advertising Executives Association.

The INAE awarded him its Gold Life Membership last year for "his outstanding contribution to newspaper advertising."

Lynch joined the *Washington Post* as promotion manager in 1954, became Classified advertising manager in 1961 and advertising manager in 1967. He is a past president of the National Newspaper Promotion Association, and has served on the Plans Committees of the Bureau of Advertising and the Newspaper Comics Council.

Bowerman has been with the *Post* since 1956. Previously he had been on the advertising sales staff of the *New York World Telegram & Sun*, and was advertising manager of L. Bamberger & Company, Newark, N. J. department store.

Arcaro joined the retail staff of the *Post* in 1950.